

IN THE SPECIFICATION:

Please substitute the following paragraph for the paragraph on page 12, lines 1-3.

Figs. 4 (a) and 4 (b)-~~is a~~ are diagrams for explaining a relationship between a polarity inversion period and an animated image display characteristic.

Please substitute the following paragraph for the paragraph on page 12, lines 20-21.

Figs. 10(a) and 10(b)-~~is a~~ are cross sectional diagrams for conceptually describing an operation of an rubbing-less type VA mode LCD.

Please insert the following paragraph after line 21 and before line 22 on page 12.

Fig. 10(c) is a diagram exemplifying a layout of an orientation divider.

Please substitute the following paragraph for the paragraph on page 12, lines 22-23.

Figs. 11(a) and 11(b)-~~is a~~ are diagrams showing other example patterns of an orientation divider of Fig. 10(c).

Please substitute the following paragraph for the paragraph spanning page 12 to page 13.

Figs. 14(a), 14(b), 14(c), and 14(d)-~~is a~~ are diagrams conceptually showing polarity inversion timing for field inversion, line inversion, and dot inversion.